



**HYDRAULIC-PRESS BRICK COMPANY
PRESENT A SERIES SUPPLEMENTING
“POLYCHROMATIC DECORATION”**

THIS water color offers for your consideration one of the delightful effects possible through the use of the tan shades in a garden setting.

Brick of this color are manufactured in a number of textures and tones. Full information and samples may be obtained from any of these offices:

HYDRAULIC-PRESS BRICK COMPANY

Baltimore, Md. <i>Munsey Building</i>	New York City <i>Architects' Building</i>
Chicago, Ill. <i>Builders' Building</i>	Omaha, Neb. <i>Woodmen of World Bldg.</i>
Cleveland, Ohio <i>5005 Euclid Avenue</i>	Peoria, Ill. <i>Lehmann Building</i>
Davenport, Iowa <i>Putnam Building</i>	Philadelphia, Pa. <i>Otis Building</i>
DuBois, Pa. <i>Deposit Natl. Bank Bldg.</i>	Roseville, Ohio
Indianapolis, Ind. <i>Board of Trade Building</i>	St. Louis, Mo. <i>Central Natl. Bank Bldg.</i>
Kansas City, Mo. <i>Rialto Building</i>	Washington, D. C. <i>Colorado Building</i>

Leading Creators of Colors and Textures in Brick



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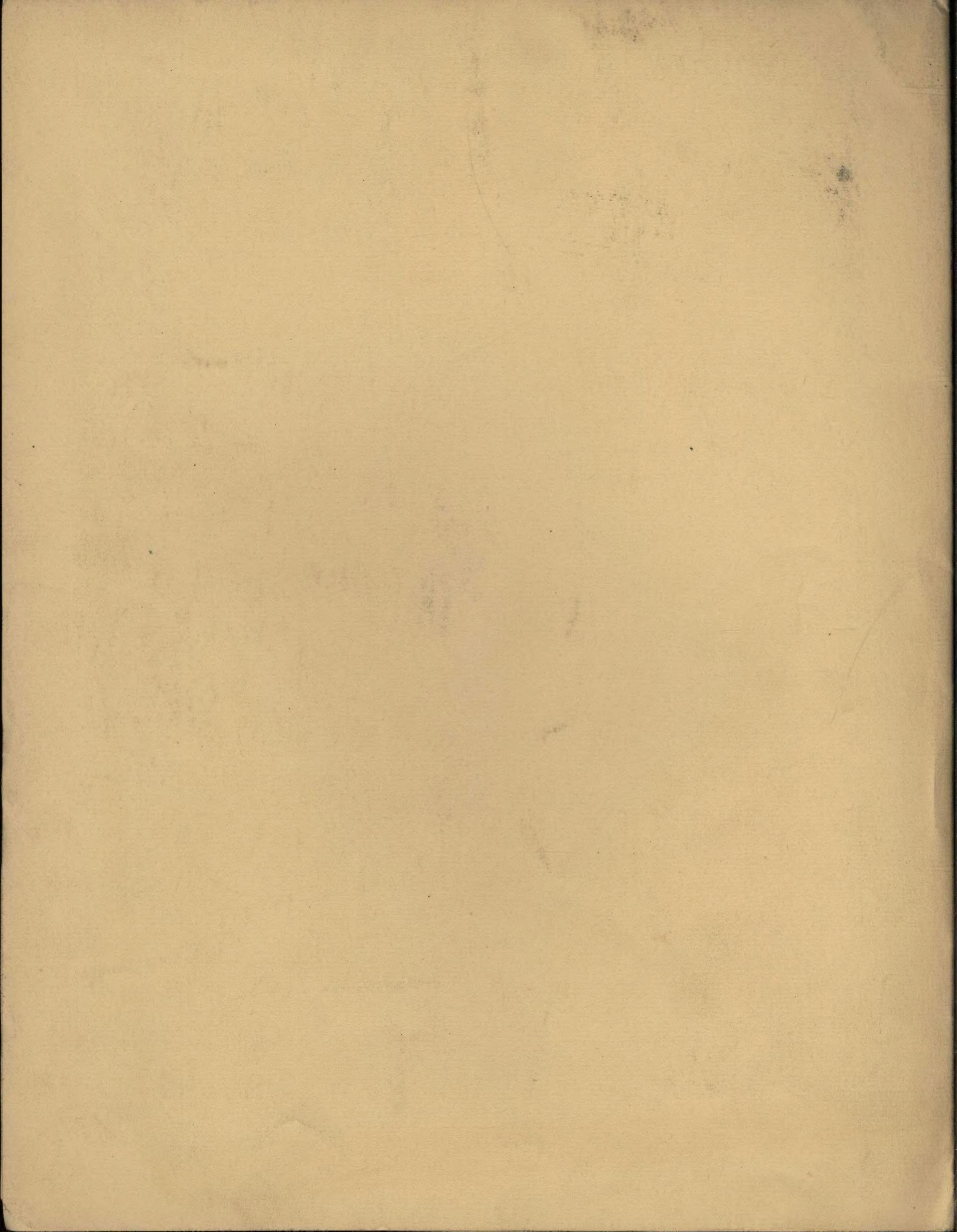
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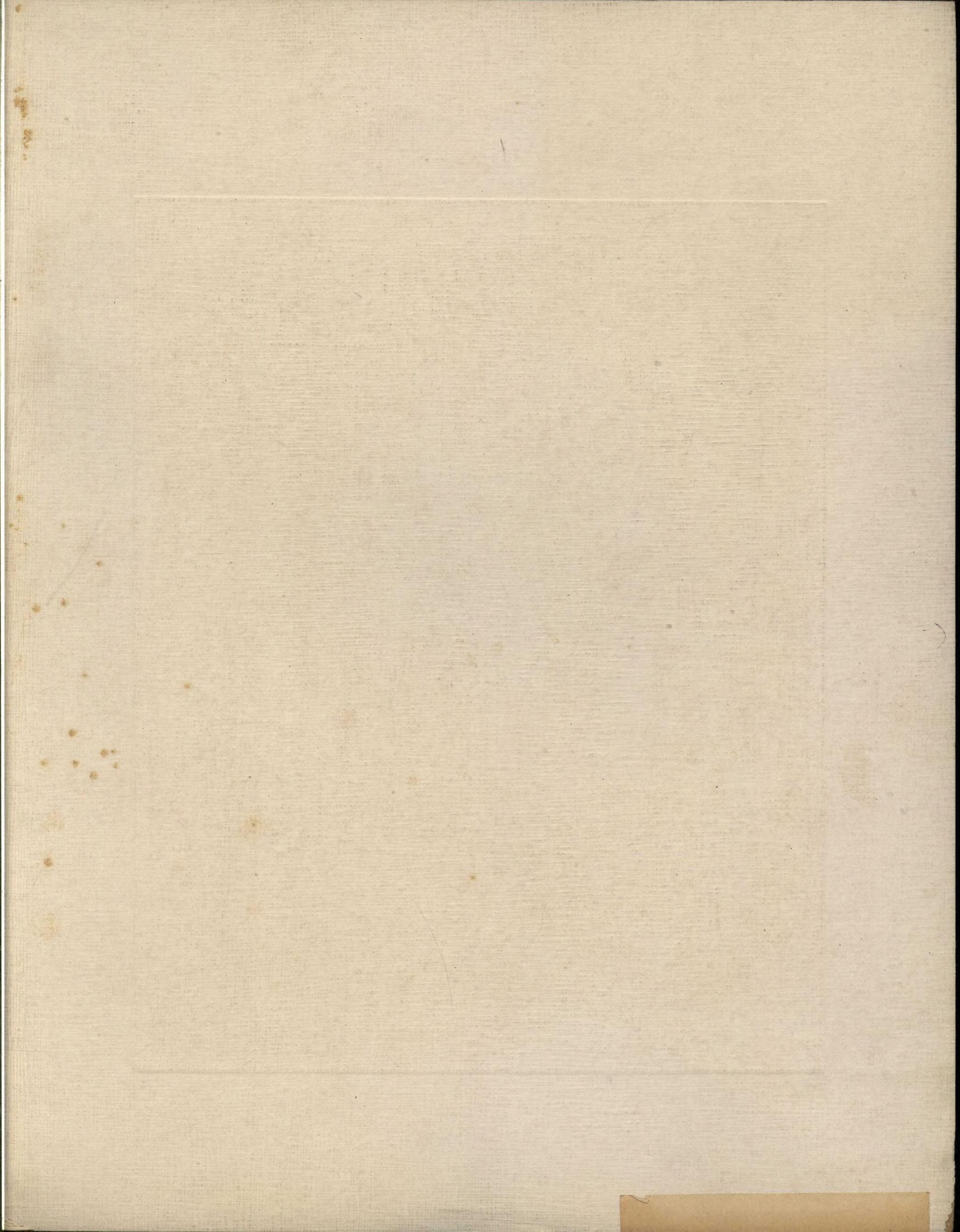


HYDRAULIC-PRESS BRICK COMPANY





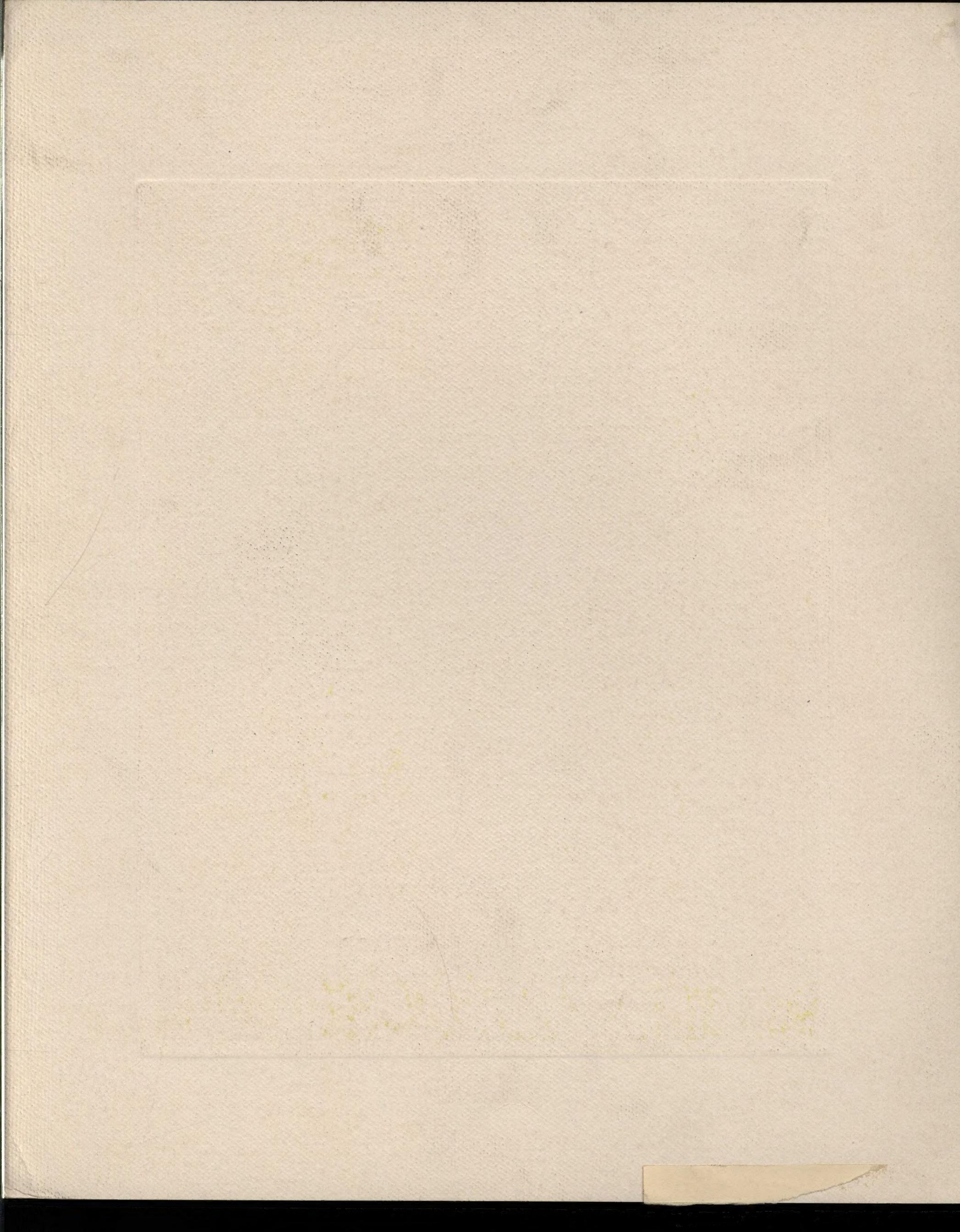
A STUDY IN HY-TEX IVORY TONES





© H.P.C. Co.
1927

A STUDY IN HY-TEX VARIEGATED REDS AND BROWNS



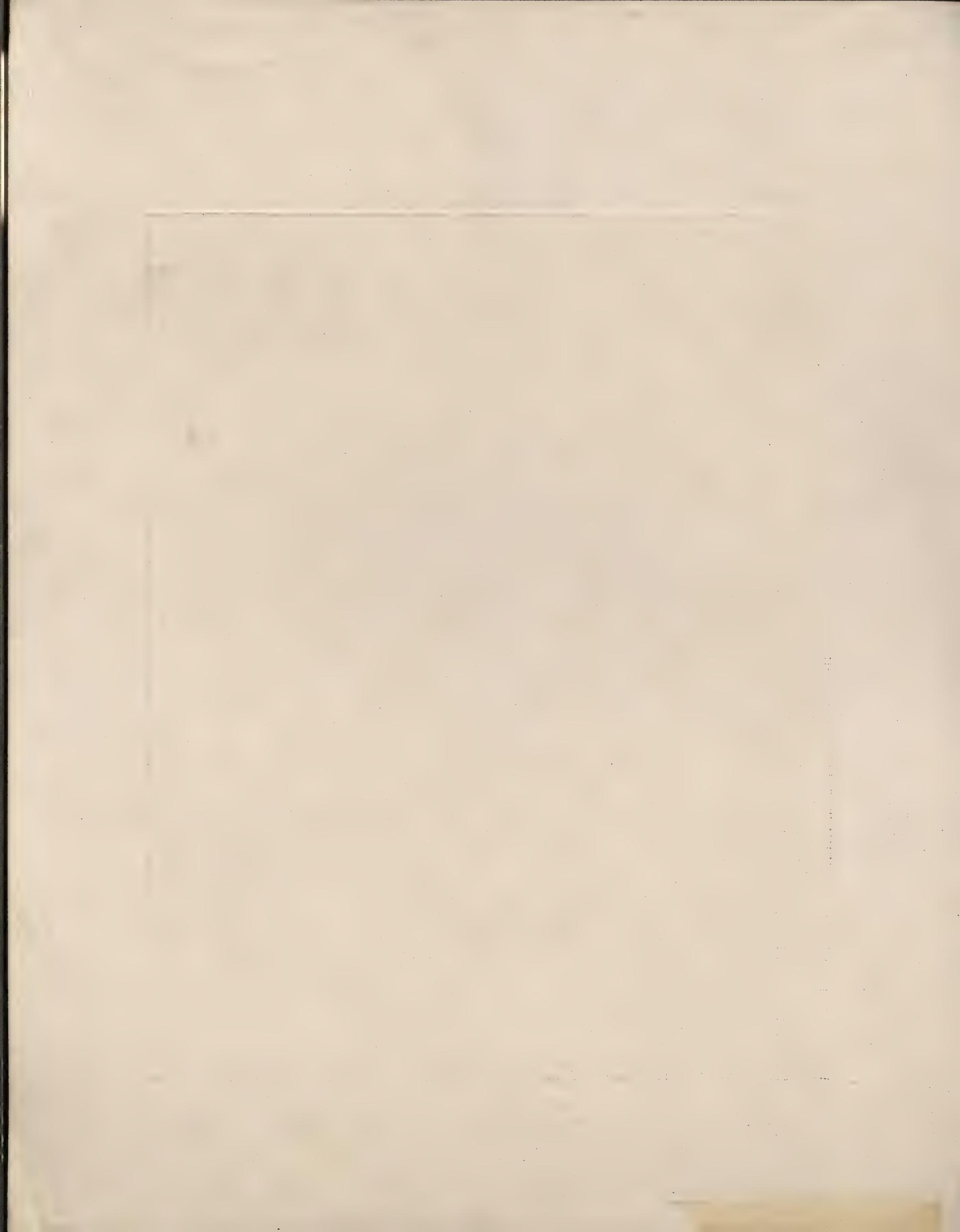


A STUDY IN HY-TEX MINGLED RED SHADES





A STUDY IN HY-TEX IVORY TONES





WINTER, BLEAK AND CHILL

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INTERESTING ATMOSPHERIC EFFECT

These examples of the illustrations in "Genuine Economy in Home Building" show artistic handling of light effects in connection with commercial color-work calling for reproductions of building brick in their natural shades and textures. All plates were engraved from ordinary monochromes, with specimen brick and written descriptions as the only guides for color. Designed, engraved and printed (with Ruxton's Dullo Process Inks) by The Faithorn Company, Chicago





Copyright 1913, The Hydraulic-Press Brick Co.

SUMMER SUNSHINE

REALISTIC COMMERCIAL ILLUSTRATION

The subjects shown on this and the page opposite represent a wide range of Hy-tex Brick reproduced in thirty sets of four-color process plates, made from ordinary Solio prints, with sample bricks, and written descriptions of the mortar joints, as the only guides for color, line and texture.

From "Genuine Economy in Home Building," a booklet recently produced by The Dunlap-Ward Advertising Company, for The Hydraulic-Press Brick Co. of St. Louis, Missouri. Designed, engraved and printed by The Faithorn Company, Chicago



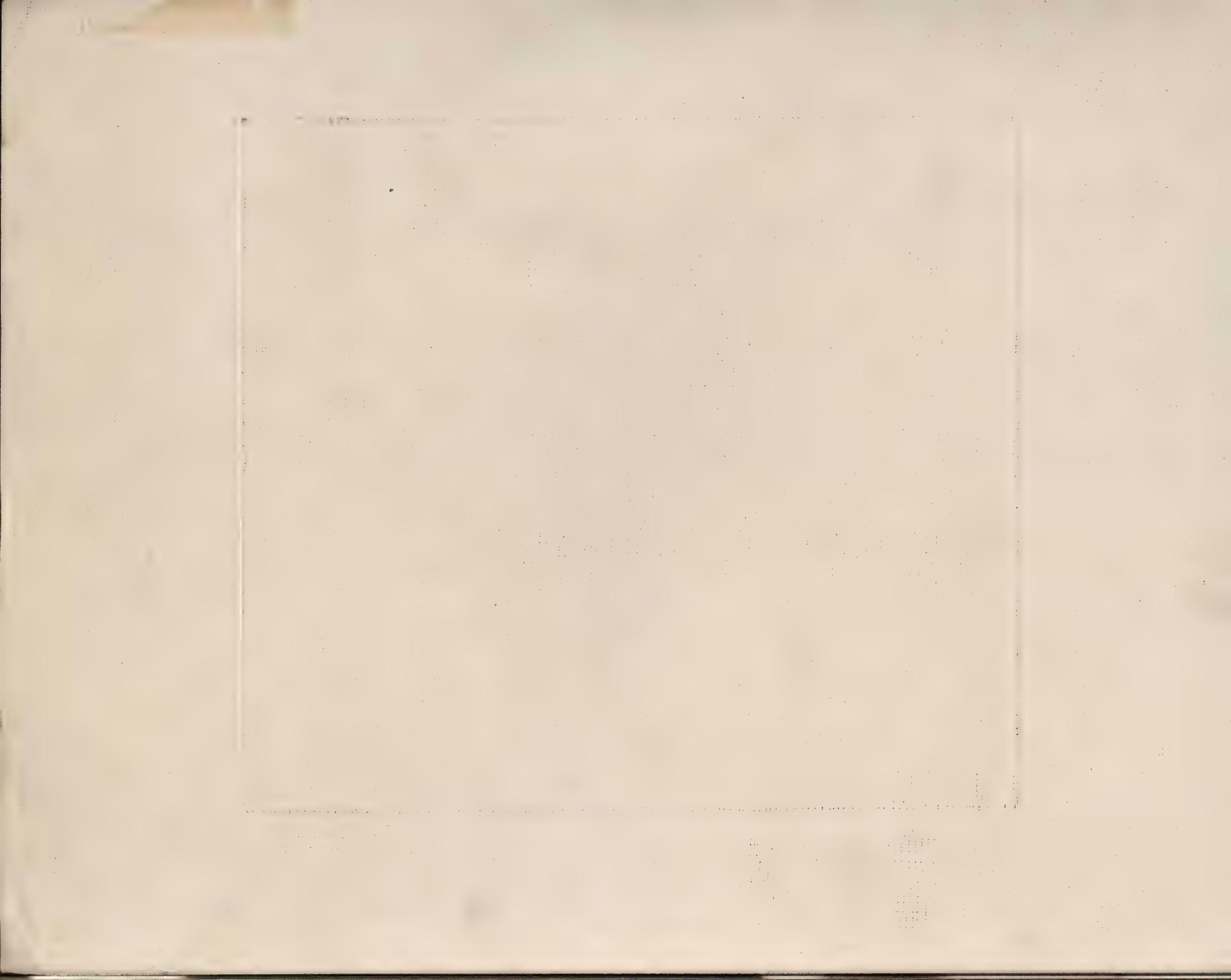


A STUDY IN HY-TEX BROWNS



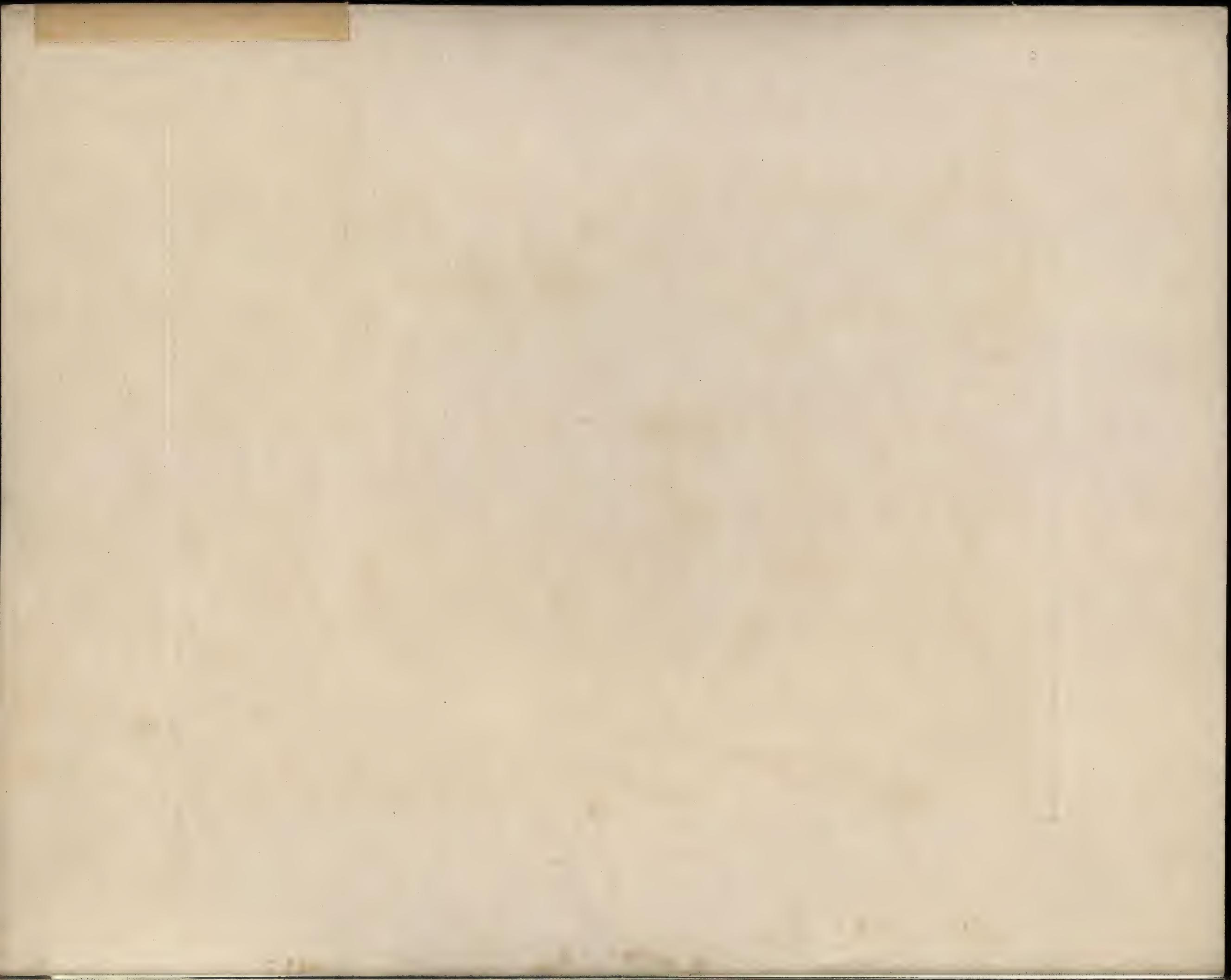


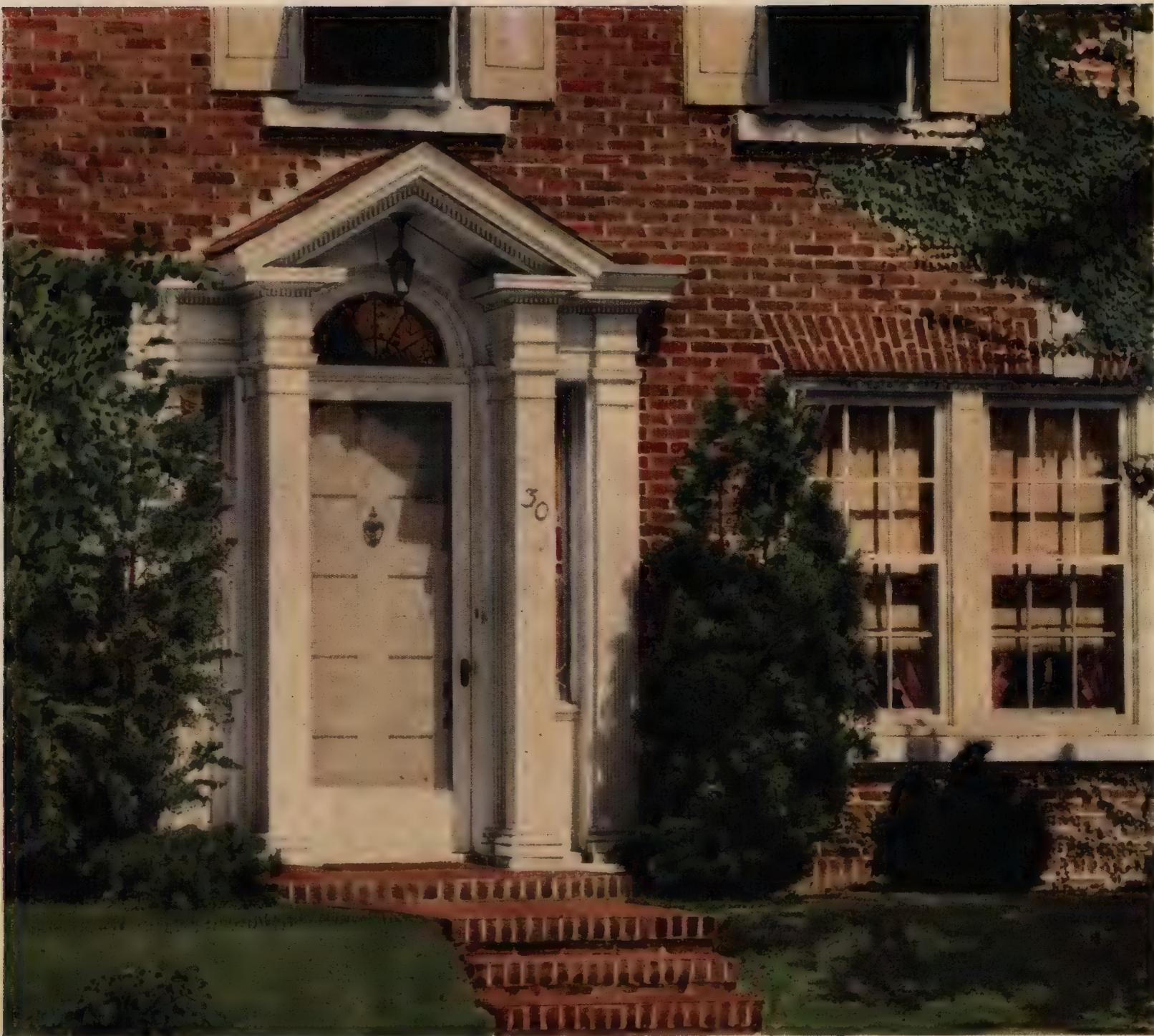
A STUDY IN HY-TEX COLONIALS



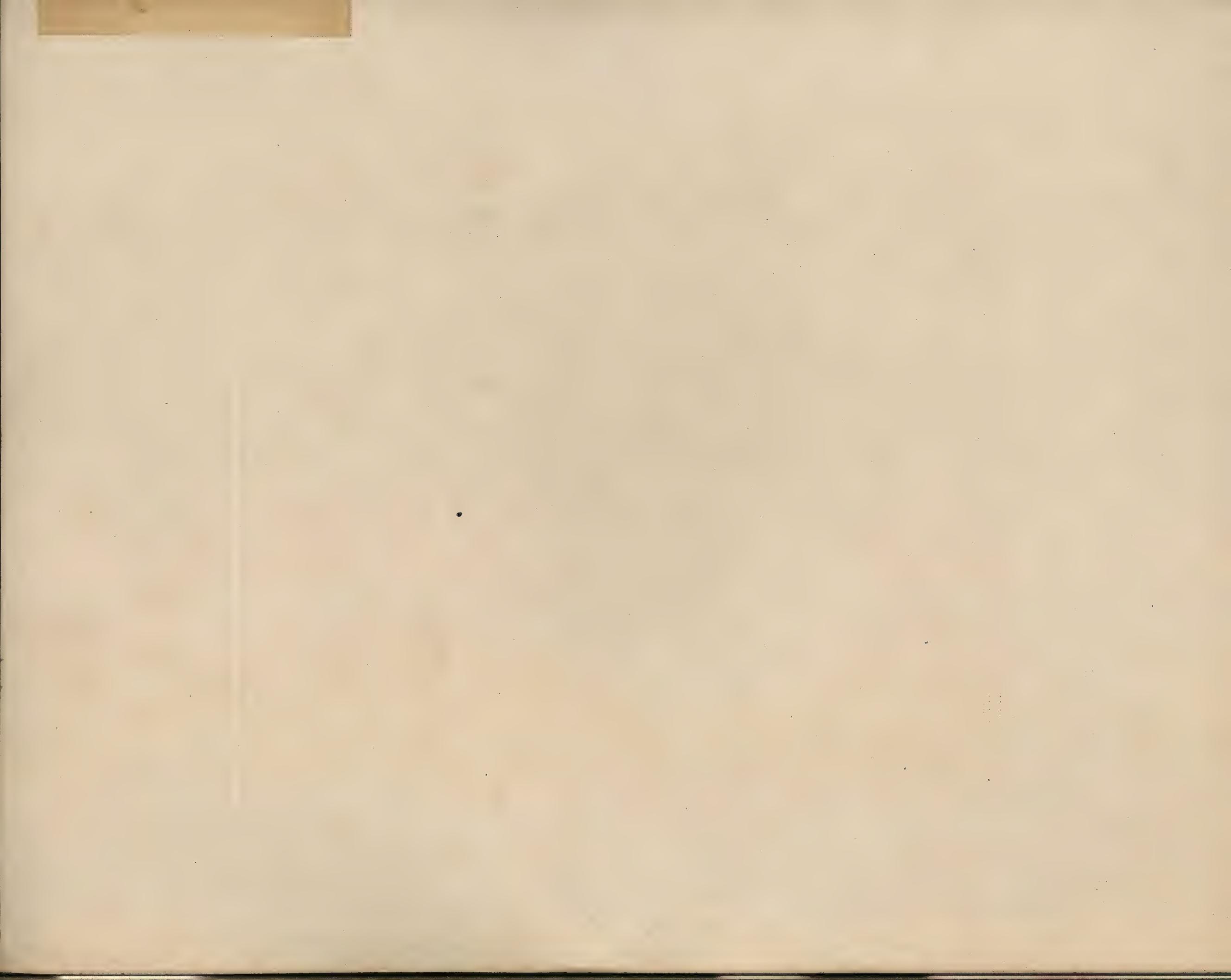


A STUDY IN HY-TEX BROWNS





A STUDY IN HY-TEX COLONIALS





SPECIMEN BRICK

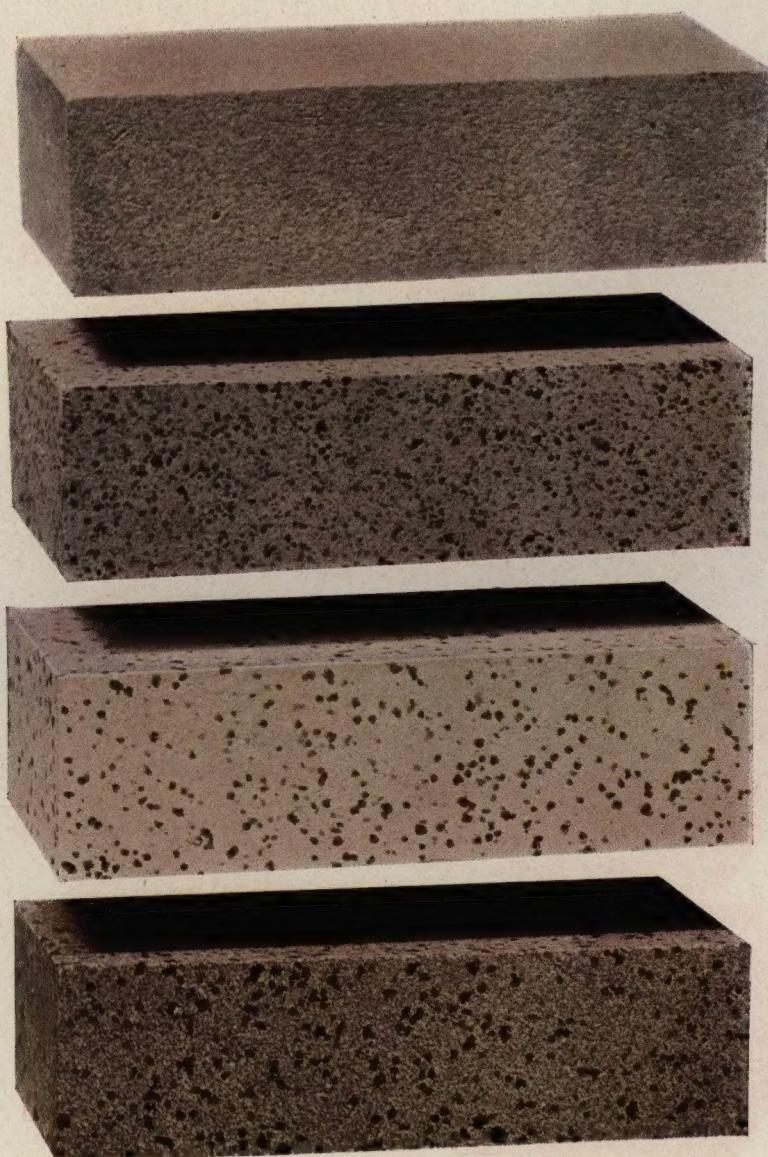
Four-color illustration from catalogue of the Hydraulic-Press Brick Co. Engraved and
printed by Binner-Wells Company, Chicago



Illustration from catalogue of the Hydraulic-Press
Brick Co. Plates and printing by Binner-
Wells Co., Chicago

THE USE OF COLOR IN THE SALE OF MERCHANDISE

THE use of color in advertising matter for the reproduction of articles for sale is becoming greater every day. The improvement in the making of plates and the printing of color work has been so great that the original colors of the articles can now be approximated so closely that a sale can be made from the picture as well as from the original object, and this does away to a large extent with the carrying of bulky or heavy articles to present to the prospective customer. The application of the principle of colored illustration can be carried to any lengths that the advertiser may desire, and enormously enhances the value of advertising matter.



SPECIMEN BRICK

Four-color illustration from catalogue of the Hydraulic-Press Brick Co. Engraved and
printed by Binner-Wells Company, Chicago



DISPLAY ROOM

Four-color illustration showing the Display Room of the Chicago office of the Hydraulic-Press Brick Co. Engraved and printed by Binner-Wells Company, Chicago